

--23. (New) An information displaying system including a server apparatus and an information displaying apparatus capable of accessing page information managed by said server apparatus, the information displaying system comprising:

geographical information acquisition means accepting an identification information, generating geographical display information for displaying information corresponding to a geographical location, and sending said generated geographical display information to said information displaying apparatus, said geographical location being preset in correspondence with said identification information, and

advertisement information acquisition means generating advertisement display information for displaying advertisement information to be displayed with said geographical display information in corresponding to said identification information, wherein,

· said server apparatus comprises displaying commanding means setting identification information corresponding to said page information, and

· said information displaying apparatus comprises server access means accessing said page information managed by said server apparatus,

selection means selecting the identification information set in correspondence with said displaying commanding means of said

page information file, and

display means performing image display process in accordance with said geographical display information and said advertisement display information sent from said geographical information acquisition means and from said advertisement information acquisition means in correspondence with said selected identification information, respectively.

41
--24. (New) The information displaying system according to claim 23, wherein:

in said display means of said information displaying apparatus, a geographical image is displayed in accordance with said geographical display information sent from said geographical information acquisition means,

image indicating advertisement corresponding to said geographical display information sent from said advertisement information acquisition means is displayed on a same display screen with said geographical image, and

a location corresponding to at least one of said displayed advertisement is not indicated on said geographical image.

--25. (New) The information displaying system according to claim 23, wherein:

said geographical information acquisition means comprises

first data storing means storing drawing information for drawing said geographical image,

second data storing means storing a geographical location corresponding to said identification information set by said displaying commanding means and a first attribute information, said geographical location and said first attribute information being stored in correlation with said identification information,

map search means searching said second data storing means using said identification information to obtain a geographical location corresponding to said identification information, searching said first data storing means using said obtained geographical location to obtain a drawing information corresponding to said geographical location as said geographical display information, and

 said advertisement information acquisition means comprises
 third data storing means storing said advertisement display information and second attribute information indicating attribute of said advertisement, and

advertisement search means searching said second data storing means using said identification information to obtain said first attribute information corresponding to said unique identification information, determining said second attribute information corresponding to at least one of said first attribute information obtained and said obtained geographical location, and

7217/57620

searching said third data storing means using second attribute information obtained to obtain said advertisement display information corresponding to said second attribute information obtained.

21
--26. (New) The information displaying system according to claim 25, wherein:

 said first and second attribute information include no information relating to a geographical location.--